APPROVED MINUTES

Town of Mansfield
Communications Advisory Committee
June 1, 2009, 7:00 pm
Audrey P. Beck Building , Conference Room B

I.   Called to Order at 7:05. Attending: R. Pellegrine, A. Booth, T. Moran (Chair), P. McGlamery (Reporting), L. Fecho, Jaime Russell.

II.   Approval of Minutes. R. Pellegrine motioned to pass, P. McGlamery seconded. Minutes accepted with minimal corrections.

III.   Public Comment: David Freudmann, 22 Eastwood Road spoke on three topics: thanking MCAC for work on signage at last year's referendum, questioning the efficacy of timely reportage for the June 8th Special Town Meeting (Chair Moran agreed to make recommendations to Town Council), questioning whether it was possible for MCAC to request that a question be asked in the Referendum about whether the Town Center Project should go forward (after lengthy discussion MCAC felt it is not the role of the committee to advise the Town Council on this issue).

IV.   Old Business

        A.   Budget Process: Chair Moran's letter was improved and approved. Chair Moran will have a conversation with Mayor Patterson ASAP about getting out signage about the June 8th Special Town Meeting.

        B.   Membership Issues: New member announced.

        C.   Communications Channels: P. McGlamery presented a worksheet for each channel. P. McGlamery will send worksheets in appropriate formats to members. Members agreed to take responsibilities:

        Broadcast - TV, Radio; Static - signage, bulletin boards; Human - Face to Face = **A. Booth.**
        Broadcast - Phone, email; Static - signage, bulletin boards; Human - Face to Face = **L. Fecho**
        Broadcast - print media (newspapers, newsletters, etc.); Static - signage, bulletin boards; Human - Face to Face = **D. Pellegrine**
        Static - Web; Digital - Wiki, Blog, social network (Facebook, MySpace, etc.); Static - signage, bulletin boards; Human - Face to Face = **P. McGlamery**

D. Survey Results: None

        E. Response to the Town Council's Resolution: Chair Moran has yet to talk with Town folks. P. McGlamery agreed to send out info on Web Heuristics.

        F. Summer Calendars: None

V.   New Business: None

VI.   Reports: None

VII.   Communications: None

VIII.   Agenda for the Next Meeting: Budget and Communication Policy Development.

IX.   Adjournment